

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1659

Washington, D. C.

November 23, 1957

Speakers at Research Session To Cite Importance of Science to Management

The Research Session at the N.C.A. Convention in Atlantic City, Wednesday, January 22, will present three important addresses on the importance of science to management in the food industry.

In recognition of the new emphasis on the role of fats in the diet, the headline presentation at this session will be "Can You Live with Your Blood Cholesterol?" by Dr. Robert E. Olson, Director of the Nutrition Clinic, Falk Clinics, Pittsburgh Medical Center.

With canner-grower relations an important member activity at this time, "The Interrelations Between Raw Product Quality and the Quality of the Finished Product" will be the subject of an address by Dr. Emil Mrak, head of the Department of Food Technology at the University of California.

The value and importance of basic research to management will be discussed by Dr. J. Jerome Thompson of the Chemical Division, Chas. Pfizer & Co., Inc., Brooklyn.

THE SPEAKERS

Dr. Olson has served as associate editor of *Nutrition Review* and as a member of the Panel on Nutrition of the Committee on Growth of the National Research Council. Currently he is a consultant to the U. S. Public Health Service, member of the Scientific Advisory Committee of the National Vitamin Foundation, and associate editor of the *American Journal of Medicine and Circulation Research*, both of which are journals of the American Heart Association.

Dr. Mrak is well known throughout the canning industry for his research accomplishments. His favorite theme in food technology is the integration of the work of research scientists, growers and processors—all those responsible for the continuous improvement of crops, methods, and food quality. He is this year's president of the Institute of Food Technologists and the 1957 Appert Medalist.

Dr. Thompson is manager of Pfizer's food, feed and beverage industry sales,

is a company officer, and on its board of directors. Prior to his connection with Pfizer, he served as sales promotion manager with Pillsbury Mills and, earlier, with the Housewife Baking Company, Erie, Pa.

Technical luncheon sessions for research men are planned for January 20, 21, and 22. Details of these technical sessions will be announced later.

Raw Products Technical Men Discuss Research Projects

The N.C.A. Raw Products Technical Advisory Committee held its annual meeting in Milwaukee November 13. Representatives from most of the canning areas attended the two-day session, which was devoted to reports and discussions of the year's activities on various vegetable and fruit projects.

Research is being encouraged by T.A.C. members in each of the subjects on the agenda.

Vegetable subjects discussed were tomato, carrot, pea, and snap bean breeding and improvement; seed quality research; precision planter experiments; mobile viner developments; row crop spraying; and research on objective methods for raw product quality evaluation.

Fruit projects which were discussed included the bitter pit problem on apples; pear, apple, and peach breeding; pear decline in the Northwest; raw product evaluation in apples and red sour cherries; and research on apple, pear and peach harvesting and handling procedures as they affect processed quality and yield.

Programs for 1958 also were discussed.

Proposed Regulations Issued for Poultry Inspection Program

Notice is given in the *Federal Register* of November 22 that the USDA proposes to establish regulations governing the inspection of poultry and poultry products under the Poultry Products Inspection Act.

The Act requires inspection for wholesomeness after January 1, 1959, for all poultry and poultry products in interstate and foreign commerce and in designated major consuming areas. USDA has announced previously that it expects to make the new inspection service available about May 1.

The proposed regulations were drafted after extensive counseling with industry. After a series of field hearings in October, a tentative draft of the regulations was revised to incorporate numerous suggestions for improvement and clarification made at the hearings and in correspondence.

N.C.A. assisted in the exchange of ideas on the proposed regulations.

The section of the proposed regulations dealing with canning follows closely the language of the current regulations for the voluntary USDA inspection program and the USDA Meat Inspection Program.

The proposal contains special provisions covering the transition from the voluntary to mandatory program. Among these are:

An exemption for poultry which was processed prior to January 1, 1959, under the voluntary inspection program, so that it may move into official plants and in commerce.

A requirement that records be kept by persons who will be engaged in interstate shipment of poultry products after January 1, 1959.

A provision permitting use of stocks of approved labels on hand at the inauguration of inspection service under the Act.

Copies of the proposed regulations are being mailed by N.C.A. to all known canners of poultry products.

Interested persons have until December 23 to submit written data, views or arguments on the proposed regulations to the Poultry Division, Agricultural Marketing Service, U.S. Department of Agriculture, Washington 25, D.C.

Canners Ask USDA To Permit Movement of Transplants

On behalf of the canning industry, USDA was advised this week that if a federal quarantine against the imported fire ant is established and if vegetable transplants are proved to be a means of spreading this insect, it is essential that provision be made in the quarantine order for the orderly and timely movement of vegetable transplants certified to be free of the imported fire ant.

The statement was presented at the USDA hearing in Memphis November 19 on its proposal to quarantine 10 southern states where infestations of the imported fire ant have been found (see INFORMATION LETTER of Oct. 26, page 325).

A number of canners and industry representatives from many areas met in Memphis the night before the USDA hearing to formulate a statement for presentation to the USDA. Present were representatives of California Packing Corp., Campbell Soup Company, H. J. Heinz Co., Libby McNeill & Libby, P. J. Ritter Co., Stokely-Van Camp, Inc., and official delegates of the Indiana Canners Association, Ohio Canners Association, and Tri-State Packers Association.

The statement drafted by this group was presented at the hearing by Dr. C. H. Mahoney, Director of the N.C.A. Raw Products Research Bureau. The industry's concern with the proposed quarantine was described in a statistical summary showing that the production of tomatoes for canning in 16 states had averaged 184,080 acres during the five-year period 1952-56. It was estimated that from 13,500 to 15,000 tomato growers were involved in production of this acreage and that 550 million plants produced in the 10 southern states were required to plant this acreage.

Grades for Tomato and Okra

The Agricultural Marketing Service of USDA has issued U. S. standards for grades of canned tomatoes and okra and canned okra and tomatoes.

Canned tomatoes and okra contain at least 50 percent by weight of the tomato ingredient and not less than 12.5 percent of okra. Canned okra and tomatoes contains at least 50 percent by weight of okra and not less than 12.5 percent of tomatoes.

The standards provide for the use of fresh or canned tomatoes of the red or reddish varieties and fresh or processed okra. The use of tomato juice or tomato puree as an additional ingredient is optional. Provision is made for the use of either white or green varieties of okra.

The red color of the drained tomato ingredient is classified by means of the USDA tomato red color standard.

The grades of canned tomatoes and okra are U. S. Grade A (Fancy) and U. S. Grade C (Standard).

The standards were to be published in the *Federal Register* of November 23 and to be effective 30 days thereafter.

Concentrated Orange Juice

The Agricultural Marketing Service of USDA has revised U. S. standards for grades of concentrated orange juice for manufacturing.

The revision changes the scope of the grade standards to cover products of 20 degrees Brix value and more, instead of 41.5 degrees. It also increases the Brix-acid ratio of Grade A concentrated orange juice for manufacturing from 18-to-1 to 20-to-1, and that of Grade C from 21-to-1 to 24-to-1.

Quality factors of the standards are determined after reconstituting the juice to between 11.7 and 12.7 degrees Brix.

The revised standards were published in the *Federal Register* of November 19 and will become effective 30 days thereafter.

Milan D. Smith Leaves USDA

Milan D. Smith has resigned as executive assistant to the Secretary of Agriculture, effective December 1, to resume his duties as president and general manager of the Smith Canning and Freezing Company of Pendleton, Ore.

He will be succeeded by Miller F. Shurtleff, who has been with USDA since 1938, except for war service.

Mr. Smith took office as executive assistant to Secretary Benson on November 1, 1954. In commenting on the staff change, Secretary Benson said:

"Only the pressure of Mr. Smith's responsibilities to his food processing and other interests permits me to accept his resignation—a resignation he tendered to me several months ago. During his three years of government service he has in every way successfully and energetically carried out the difficult responsibilities of the top policy level position of executive assistant. He has my best wishes and congratulations on his demonstrated efficiency and outstanding management abilities."

Canned Foods on TV Network

Network TV distribution of favorable comments about canned foods and the canning industry reached an estimated 8 million families viewing the "Maverick" program of Sunday evening, November 3.

Canned products were characterized as "mighty good food, healthful, convenient and economical." The high scientific standards followed by the

1957 Pack of Lima Beans

The 1957 pack of canned lima beans totaled 2,739,308 actual cases compared with the 1956 pack of 3,730,739 cases, according to a report by the N.C.A. Division of Statistics.

State	1956	1957
(actual cases)		
Maryland.....	285,609	46,155
Delaware.....	879,941	401,620
N. Y., Pa., and Va....	159,259	168,397
Wisconsin.....	707,833	584,648
Other Midwest states..	1,259,042	1,102,839
Other states.....	438,453	355,659
U. S. Total.....	3,730,739	2,739,308

Stocks of Canned Fruits on Nov. 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, and RSP cherries have been issued by the N.C.A. Division of Statistics, and

detailed reports covering the November 1 stock and shipment situation have been mailed to all canners of these products.

	Case basis	Carry-over month	Total Supply		Canners' Stocks, Nov. 1		Season Shipments to Nov. 1	
			1956	1957	1956	1957	1956	1957
			(thousands of cases)					
Apples.....	6/10	Sept.	2,161	2,629	1,524	2,028	637	601
Applesauce.....	actual	Sept.	9,640	10,772	6,854	7,810	2,786	2,902
RSP cherries.....	actual	July	3,103	3,805	1,771	2,073	1,332	1,731

maker of the tin plate, the fabricator of the cans and the canner himself were pointed out and illustrated in two of the commercials sponsored by Kaiser Steel. Since this show was inaugurated it has made startling gains in its Trendex and Nielsen ratings against the several established TV programs of Sunday night.

The program featuring canned foods was on the ABC television network reaching into 36 states.

Bean Improvement Symposium Sponsored by N.C.A. Group

The N.C.A. Raw Products Technical Advisory Committee sponsored a Snap Bean Improvement Symposium in Milwaukee November 13. The meeting was attended by 75 persons, including USDA and state agricultural experiment station workers, seedsmen, and canners' technical men.

The program included a report and discussion of mechanical harvesting of beans and the influence of cultural practices, irrigation, variety and type on yield and quality. The adaptability of present-day snap bean varieties to the canners' needs relative to quality, yield and adaptability to mechanical harvesting was summarized from survey data obtained from processors in the principal productive areas. Also discussed was the influence of environmental conditions on pod set, development, yield, and quality in snap beans.

A round table discussion on seed quality, covering the physical and genetic factors involved and procedures for evaluating seed quality for viability and vigor, closed the meeting.

Pea Improvement Association

The meeting of the Pea Improvement Association in Milwaukee November 12 was attended by more than 75 persons representing USDA and state experiment station personnel, seed companies, and canners. The all-day session centered on talks by seedsmen and canners' technical men on canners' requirements in the development of new pea varieties and the problems associated with their development.

Dr. J. C. Walker, well-known plant pathologist at the University of Wisconsin, and president of the association, was chairman of the meeting.

Officers elected for the coming year were Dr. Merle W. Stubbs, Stubbs Seed Service, president; Dr. W. T. Schroeder, New York State Agricultural Experiment Station, Geneva, vice president; and L. A. Polzak, The Larsen Company, and Dr. M. C.

Parker, Gallatin Valley Seed Co., executive committee members. Dr. J. O. Young of Libby, McNeill & Libby continues as secretary-treasurer.

Official Slogan, Peak Period Set for Canned Pea Promotion

"Peas on Parade" has been selected as a slogan for the various government and industry promotions and February, 1958, has been designated a peak period for activity in behalf of canned peas, which have been carried on USDA's Plentiful Foods List along with frozen peas since October.

Selection of the slogan and peak period was made at a recent conference of USDA's Agricultural Marketing Service with the N.C.A. staff. The Consumer Service Division has already distributed materials for this promotion. Menu and recipe releases also have been issued by the Dudley-Anderson-Yutzy agency. Statistical data on the current supply situation with canned peas have been prepared by the Statistics Division and distributed to government agencies and to C.M.I. and its members planning special promotions.

American and Continental Can Companies are planning both trade and consumer promotions.

Assistant Secretary of Agriculture Don Paarlberg has issued a special letter to about 30 of the distributor organizations advising them of the peak period for promotion and the slogan, stating that "Peas on Parade" was chosen by the industry because it implies spirited action and allows maximum opportunity for advertising and merchandising activities of packers and distributors. Since there will be a wide use of newspapers, magazines, TV and radio to implement the program, it is hoped that this slogan, "Peas on Parade" will be used by all cooperators. As a supporting theme, peas are characterized as a 'go-with' food to suggest tie-in promotions. Peas go with meats, poultry, fish, dairy products and other foods—carrying the promotion to all departments of the grocery store. In taking this approach the door is also open to support from other foods and allied industries."

The Department reports an enthusiastic response to this letter and that field representatives of AMS are finding considerable evidence of developing programs to which they are giving USDA support. This is also true of institutional food organizations and trade papers in that field.

N.C.A. Makes First Report on Results of Pea Promotion

The N.C.A. Consumer Service Division reported to pea canners this week on initial results of the Division's special effort this fall on assisting and encouraging consumers' use of canned peas.

Tear sheets have been received indicating use of canned peas recipes in numerous newspapers, including those in the large metropolitan communities. Also, canned peas have been used in recipes and menus in six well-known consumer magazines that are distributed either nationally or regionally. They have been mentioned prominently in several institutional and professional journals which are read by institutional food managers.

Home economists in other organizations, such as food companies and advertising agencies, have indicated to the N.C.A. that they will tie in canned peas with their own individual promotions.

Grapefruit Sections for USDA

An offer to buy canned grapefruit sections of the 1957-58 pack for use in the school lunch program was announced by USDA November 21.

Purchases will be made with section 32 funds and will depend on the quantities and prices offered and the supplies which can be used in the school lunch program during the current school year.

Offers to sell canned grapefruit sections must be received by the Director, Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., by 9 a.m. December 3 for acceptance by December 6. USDA will require delivery during the period December 30 through March 1.

Details and specifications of the offer to purchase are being mailed by USDA to grapefruit canners.

Schaffer Appointed in BDSA

Jacob M. Schaffer has been formally appointed Director of the Food Industries Division in the Business and Defense Services Administration, U. S. Department of Commerce.

He has been serving as Acting Director of the Food Industries Division for some time, and his appointment is one of 12 in which career officials are being named to replace industry men as heads of the BDSA industry divisions.

N.C.A. President Criticizes Concept of 'Farmer's Share'

N.C.A. President A. Edward Brown criticized use of the term "farmer's share of the consumer's food dollar" as unrealistic in an address this week at the fall meeting of the Indiana Canners Association.

And Executive Secretary Carlos Campbell spoke on the canning industry's opposition to artificial controls—marketing orders—in a speech at the fall meeting of the Michigan Canners and Freezers Association.

The Information Division took advantage of their public appearances at the two state meetings to issue press releases citing the canning industry's views on these issues.

INDIANA MEETING

Mr. Brown stated: "The word 'share' is a misnomer, implying that the canner or the distributor has control over the entire dollar and the responsibility of dividing it into shares. Actually the dollar paid by the consumer is for the raw product plus a great number of services—transportation, processing, packing, storing, handling at the store. Price is determined by many factors entirely independent of the price of the basic food itself."

He illustrated this with a mythical crate of apples which would be sold at the farmer's gate for \$1.25. If a housewife drove to the farmer's gate and bought the crate of apples, she would absorb the transportation and preparation costs and the farmer would receive all of the consumer's food dollar. If a trucker bought the apples for transport to a fruit stand who would be obliged to sell at \$3.00, the farmer would receive a smaller share of the consumer's food dollar. Sold to a canner for processing, the apple content of the \$1.25 crate might come to \$5.00 when sold at retail after factory labor, cans, labels, and transportation; or, if prepackaged fresh and shipped to grocery produce markets in distant cities, it could sell ultimately for \$6.00 or \$7.00 a crate. In each case, the farmer received the same price for his raw product, Mr. Brown explained, but the so-called "farmer's share" of the consumer's food dollar was progressively smaller.

Mr. Brown deplored the tendency of some grower organizations, agricultural economists, members of Congress from farm states, and the USDA itself to spread the idea that the farmer is receiving progressively less for his raw product, while the processor makes "unconscionable

profits at the expense of the original producer."

Most of our individual growers agree that the canner deals fairly with them, creates an important market for their crops, renders good service, and helps with mutual problems, he said. Individual canner-grower relations have been improving steadily. But some grower organizations and professional "friends of the farmer" take an unfriendly attitude toward the processor and "create a serious area of conflict."

"The grower's competitor is not the canner," he stated, "but other growers in the same or other areas producing the same or competing crops, who, by reason of better soil, better cultural practices, proximity to market, or other reasons, are able to produce a higher volume at lower unit cost."

These highlights of Mr. Brown's address were distributed in a press release to 169 Indiana newspapers, 79 radio and television stations, the national and local wire services, and the canning trade papers.

MICHIGAN MEETING

Mr. Campbell pointed out that by its achievements in making canned foods available to the public in ever-increasing volume and variety, the canning industry has proven its efficiency in marketing farm crops. He asserted that the shift in consumer preference toward canned foods has

benefited the farmer, because canning has eliminated market gluts of perishable foods, has extended the marketing season throughout the year, and has broadened the market for farm crops from a limited geographic area to practically the entire world.

The canning industry believes that no form of government control or other artificial limitations should be placed on the marketing of canned foods, Mr. Campbell said. He explained that the industry has traditionally supported the principle of "self-help" for agriculture, but that canners believe that marketing activity directed by farmers has not been of long-range benefit.

Describing various monopolistic price-fixing programs which the law authorizes for farmers, Mr. Campbell pointed out that artificially high prices lead to excessive production, and that in the long run the overproduction leads to disastrous controls, depriving the farmer of the freedom he enjoys in a free economy.

He stated that in this age of specialization the canning industry has established a high record of efficiency in marketing.

Highlights of Mr. Campbell's address were distributed by the Information Division in a press release to 157 Michigan newspapers, 113 radio and television stations, the national and local wire services, and the canning trade papers.

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